

# Chapter 1

## Looking into LinkedIn

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### *In This Chapter*

- ▶ Getting to know your networking toolkit
  - ▶ Understanding the different degrees of network connections
  - ▶ Getting to know LinkedIn features
  - ▶ Comparing degrees of service
  - ▶ Navigating the LinkedIn menu system
- 

**W**hen I hear the terms “social networking” and “business networking,” I always go back to one of my favorite phrases: “It’s not *what* you know; it’s *who* you know.” Now imagine a Web site where both concepts are true, where you can demonstrate *what* you know and see the power of *who* you know. That’s just one way of describing LinkedIn, one of the top Web sites today where you can do professional networking and so much more. Social networking has gotten a lot of attention over the years, and the two sites that everyone talks about are Twitter and Facebook. Let me state right now, in the first paragraph of the first chapter, that LinkedIn is *not* one of those sites. You can find some elements of similarity, but LinkedIn isn’t the place to tweet about what you had for lunch or show pictures of last Friday’s beach bonfire.

LinkedIn is a place where Relationships Matter (the LinkedIn slogan). When you look at the mission statement, LinkedIn’s goal “is to help you be more effective in your daily work and open doors to opportunities using the professional relationships you already have.” This is not a Web site that requires a lot of constant work to be effective. It’s designed to work in the background and help you reach out to whomever you need while learning and growing yourself. The key is to set up your online identity, build your network, and steadily take advantage of the opportunities that most affect you or greatly interest you.

In this chapter, I introduce you to LinkedIn and the basic services it has to offer. I answer the question “What is LinkedIn?” and, more importantly, “Why should I be using LinkedIn?” I talk about how LinkedIn fits in with the rest of your online activities, and then I move into the tangible benefits that LinkedIn can provide you, regardless of your profession or career situation. I discuss some of the premium account capabilities that you can pay to use, but rest assured, LinkedIn has a lot of features that are free. The last part of the chapter covers basic navigation of the LinkedIn site. I show you the different menus and navigation bars, which you use throughout this book.

## *Discovering Your New Contact Management and Networking Toolkit*

When describing how people can be connected with each other, think of a tangible network. For example, roads connect cities. The Internet connects computers. A quilt is a series of connected pieces of fabric. But what about the intangible networks? You can describe the relations between members of your family by using a family tree metaphor. People now use the term “social network” to describe the intangible connections between them and other people, whether they’re friends, co-workers, or acquaintances.

People used to rely on address books or contact organizers (PDAs) to keep track of their social networks. You could grow your social networks by attending networking events or by being introduced in person to new contacts, and then you would continue to communicate with these new contacts, and eventually the new contacts were considered a part of your social network.

As people began to rely more and more on technology, though, new tools were created to help manage social networks. Salespeople started using contact management systems like ACT! to keep track of communications. Phone calls replaced written letters, and cellular phones replaced landline phones. E-mail has replaced phone calls and letters, and with the mass adoption of cell phones, text messaging increasingly handles short bursts of communication.

Internet tools have advanced to what people refer to as Web 2.0 systems, where online communication within your network is much more automated and accessible. Sites such as LinkedIn have started to replace the older ways of accessing your social network. For example, instead of asking your friend Michael to call his friend Eric to see whether Eric’s friend has a job available,

you can use LinkedIn to see whether Eric's friend works for a company you want to contact, and you can then use LinkedIn to send a message through Michael to Eric (or in some cases, send a message direct to Eric's friend) to accomplish the same task. (Of course, this is all dependent upon the fact that you, Michael, and Eric are all members of LinkedIn.)

In the past, you had no way of viewing other people's social networks (collections of friends and other contacts). Now, though, when folks put their social networks on LinkedIn, you can see your friends' networks as well as their friends' networks, and suddenly hidden opportunities start to become available to you.

This means you can spend more time doing research on potential opportunities (like finding a job or a new employee for your business) as well as receiving information from the larger network and not just your immediate friends. This makes the network more useful because you can literally see the map that connects you with other people.

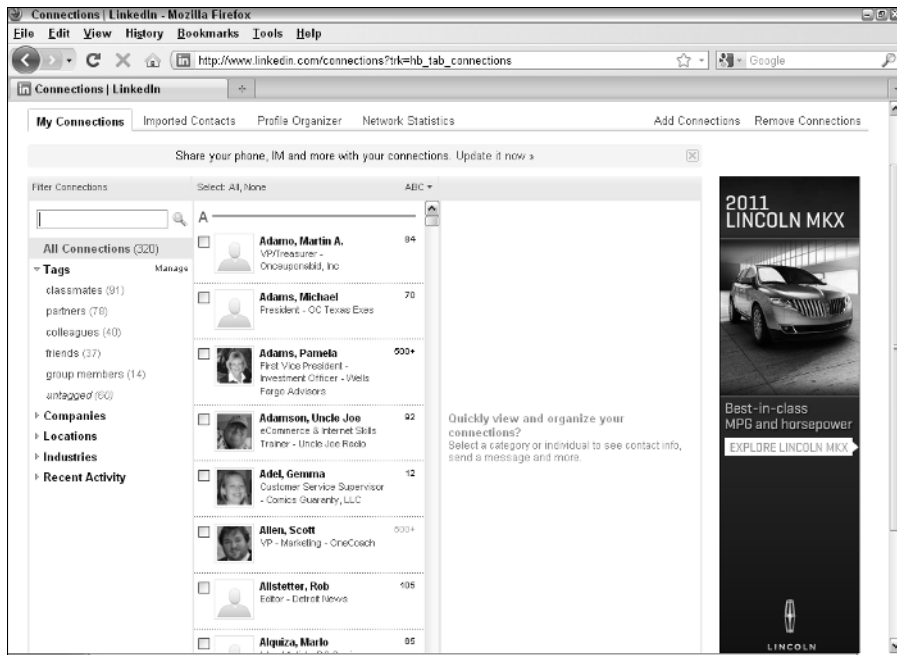
However, just because this information is more readily available, that doesn't mean there's no work anymore in networking. You still have to manage your connections and use the network to gain more connections or knowledge. But because LinkedIn works in the background to guide the way, you spend your time more productively instead of making blind requests and relying solely on other people to make something happen.

## *Keeping track of your contacts*

Does this situation sound familiar to you? You made a connection with someone — say, your roommate from college. It's graduation day; you give him your contact information, he gives you his information, and you tell him to keep in touch. As both of you move to different places, start new jobs, and live your lives, you eventually lose track of each other, and all your contact information grows out of date. How do you find this person again?

One of the benefits of LinkedIn is that after you connect with someone you know who also has an account on LinkedIn, you always have a live link to that person. Even when that person changes e-mail addresses, you'll be updated with that person's new e-mail address. In this sense, LinkedIn always keeps you connected with people in your network, regardless of how their lives change. LinkedIn shows you a list of your connections, as shown in Figure 1-1.

**Figure 1-1:**  
See all your  
connections  
in one cen-  
tralized list.



## *The different degrees of network connections*

In the LinkedIn universe, the word *connection* specifically means a person who is connected to you through the site. The number of connections that you have simply means the number of people that are directly connected to you in your professional network.

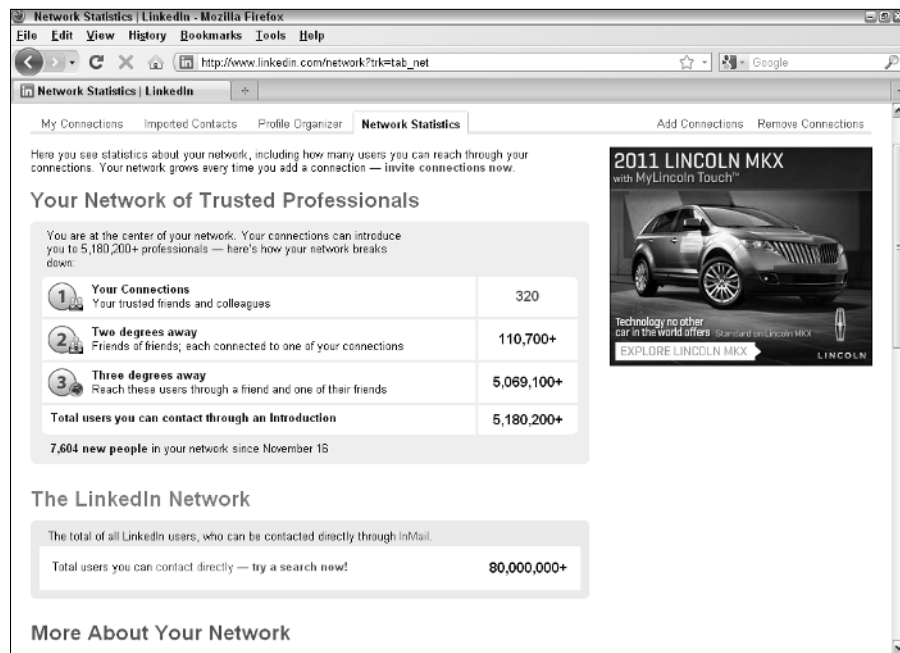
Specifically, though, here are the different degrees of how you're connected with people on LinkedIn:

- ✓ **First-degree connections:** People you know personally; they have a direct relationship from their account to your account. These first-degree connections make up your immediate network and are usually your past colleagues, classmates, group members, friends, family, and close associates. Unlike Facebook, where everyone you connect to is a "friend," on LinkedIn, you can connect to friends who don't necessarily have work, school, or group connection to you, but are people who you know personally outside those criteria.

- ✔ **Second-degree network members:** People who know at least one member of your first-degree network connections: in other words, the friends of your friends. You can reach any second-degree network member by asking your first-degree connection to pass along an Introduction from you to his or her friend. (I discuss Introductions more in Chapter 5.)
- ✔ **Third-degree network members:** People who know at least one of your second-degree network members: in other words, friends of your friends of your friends. You can reach any third-degree network member by asking your friend to pass along an Introduction from you to his or her friend, who then passes it to his or her friend, who is the third-degree member.

The result is a large chain of connections and network members, with a core of trusted friends who help you reach out and tap your friends' networks and extended networks. Take the concept of Six Degrees of Separation (there is, on average, a chain of six people that can connect you to anyone else on Earth), put everyone's network online, and you have LinkedIn.

So, how powerful can these connections be? Figure 1-2 shows a snapshot of someone's network on LinkedIn.



**Figure 1-2:**  
Only three  
degrees of  
separation  
can give you  
a network of  
millions.

## The difference between a user and a LION

Given all this power and potential to reach people around the world, some people — LinkedIn open networkers (LIONs) — want to network with anyone and everyone who's eager to connect with them. Their goal is to network with as many people as possible, regardless of past interaction or communication with that person.

One of your most prominently displayed LinkedIn statistics is the number of first-degree connections that you have. After you surpass 500 connections, LinkedIn doesn't display your current count of first-degree connections but just the message 500+. (It's kind of like how McDonald's stopped displaying the running total of hamburgers sold on its signs. Or am I the only one who remembers that?) Part of the reason LinkedIn stops displaying updated counts past 500 is to discourage people from collecting connections. Many LIONs have thousands or even tens of thousands of first-degree connections, and the 500+ statistic is a badge of honor to them.

LIONs encourage open networking (that is, the ability to connect with someone you have never met or worked with in the past) by advertising their e-mail address as part of their professional

headline (for example, John Doe; Manager >firstname@lastname.com<), so anyone can request this person to be added to their network. You can find more information at sites such as [www.mylink500.com](http://www.mylink500.com). (Read more about this in Chapter 3.)

LinkedIn offers a formal program — OpenLink — for people interested in networking with the larger community. You can sign up for this premium service any time after you establish a premium account. When you enable the OpenLink feature, you can send and receive messages with any other OpenLink member. I discuss this in upcoming the section, "Understanding LinkedIn Costs and Benefits."

I've been asked many times whether it's okay to be a LION: if there is any meaning or benefit to having so many connections. My answer is that I don't endorse being a LION, *at all*! Although some people feel that they can find some quality hidden in the quantity, LinkedIn is designed to cultivate the real quality connections that people have. Not only does LinkedIn heavily discourage a user being a LION to the point of almost banning them, but also the random connections make it next to impossible to tap the real power and potential of LinkedIn.

The account in Figure 1-2 has 303 direct first-degree connections. When you add all the network connections that each of these 303 people have, the user could reach more than 103,800 different people on LinkedIn. Go one step further and add in the third-degree network members, the user of this account could have access to almost 4.9 million members, part of a vast professional network that stretches across the world into companies and industries of all sizes. Such a network can help you (and you can help them) advance your career or professional goals.

## The Things You Can Do with LinkedIn

Time to find out what kinds of things you can do on LinkedIn. The following sections introduce you to the topics you need to know to get your foot in the LinkedIn door and really make the site start working for you.

### *Build your brand and profile*

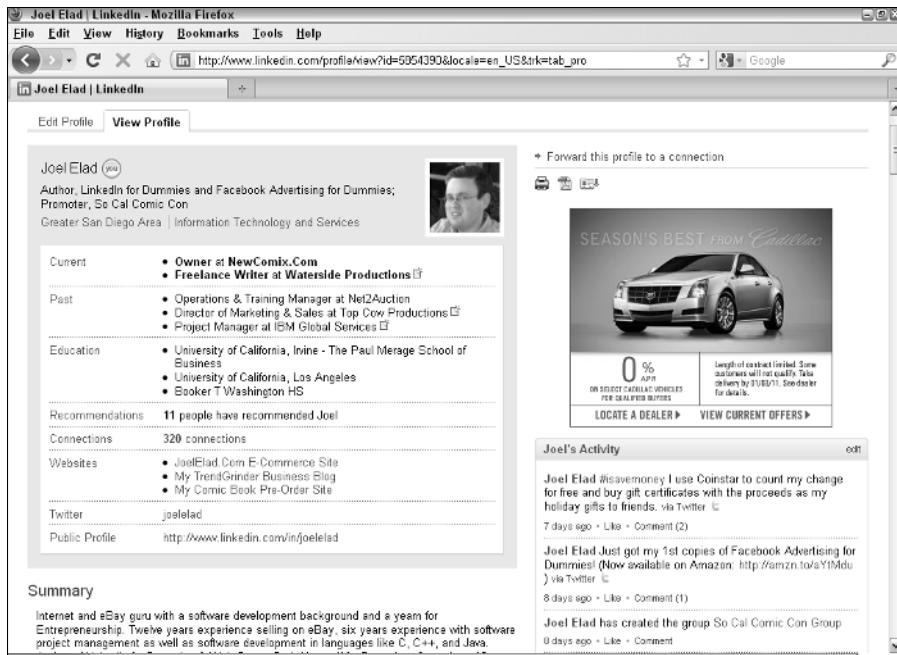
One of the best ways to think about what you can do on LinkedIn is to recognize that LinkedIn can help you build your own brand. Hmm. Are you going to create a fancy cursive logo of your name like Coca-Cola and slap it on everything you own? No. (But hey, that does sound like fun if you have absolutely nothing else to do.) What I mean by *brand* is that your name, your identity, is like a brand in terms of what people think of when they think of you. It's your professional reputation. Companies spend billions to ensure you have a certain opinion of their products, and that opinion, that perception, is their brand image. You have your own brand image in your professional life, and it's up to you to own, define, and push your brand.

Most people today have different online representations of their personal brand. Some people have their own Web sites, others create and write blogs, and others create profile pages on sites like Facebook. LinkedIn allows you to define a profile and build your own brand based on your professional and educational background; I use my profile as an example in Figure 1-3.

Your LinkedIn profile can become your jumping-off point where any visitor can get a rich and detailed idea of all the skills, experiences, and interests that you bring to the table. Unlike a resume, where you have to worry about page length and formatting, you can detail as much as you want on your LinkedIn profile, including any part-time, contract, nonprofit, and consulting work in addition to traditional professional experience. You also have other options to consider; for example, you can

- ✓ Write your own summary.
- ✓ List any groups you belong to.
- ✓ Show any memberships or affiliations you have.
- ✓ Cite honors and awards you have received.
- ✓ Give and receive Recommendations from other people. (I discuss Recommendations in greater depth in Chapter 8.)
- ✓ Indicate your professional interests.
- ✓ Upload presentations for others to view.
- ✓ Post Web site links to other parts of your professional identity, such as a blog, a Web site, or an e-commerce store you operate.

**Figure 1-3:**  
Create a  
unified pro-  
file page to  
showcase  
your pro-  
fessional  
history.



The best part is that this is your professional identity, and *you* control and shape it, not other people. You decide what the content should be. You decide what you emphasize and omit. You can decide how much information is visible to the world and how much is visible to your first-degree network connections. (I talk more about the power of your profile in Chapter 3.)

## Looking for jobs now and later

Face it: At some point in your life, you'll probably have to look for a job. It might be today, it might be a year from now, it might be ten years from now. The job search is, in itself, a full-time job, and study after study shows that 60 to 80 percent of all jobs are found not through a job board like Monster.com or a newspaper classified ad, but rather by a formal or informal network of contacts where the job isn't even posted yet. LinkedIn makes it easier than before to do some of the following tedious job search tasks:

- ✓ **Finding the right person** at a target company, like a hiring manager in a certain department, to discuss immediate and future job openings
- ✓ **Getting a reference** from a past boss or co-worker to use for a future job application



- ✓ **Finding information** about a company and position before the interview
- ✓ **Searching posted job listings** on a job board like the one on LinkedIn

The hidden power of LinkedIn is that it helps you find jobs you weren't looking for or applying to directly. This is when you're a *passive job seeker*, currently employed but interested in the right opportunity. Currently, hundreds of thousands of recruiters are members of LinkedIn, constantly using the search functions to go through the database and find skilled members who match their job search requirements. Instead of companies paying big money for resume books, they now have instant access to tens of millions of qualified professionals, each of which has a detailed profile with skills, experience, and recommendations already available.

This practice of finding passive job seekers is growing quickly on LinkedIn, mainly because of the following reasons:

- ✓ **Companies can run detailed searches** to find the absolute perfect candidate with all the right keywords and skills in his or her profile, and they then contact the person to see whether she is interested.
- ✓ **LinkedIn users demonstrate their capabilities** by answering other people's questions on the site, which gives companies insight into the passive job seeker's capabilities. LinkedIn hosts an extensive network of discussion boards on its site called LinkedIn Answers, where LinkedIn users can pose a question in dozens of categories, and other LinkedIn members can provide short or detailed answers for that question. I cover this in greater depth in Chapter 7.
- ✓ **Companies can review a person's profile** to do reference checks ahead of time and interview only people they feel would be a great match with their corporate culture.
- ✓ **Currently employed individuals can quietly run their own searches** at any time to see what's available, and they can follow up online without taking off a day for an in-person or phone interview.



LinkedIn research shows that “People with more than 20 connections are 34 times more likely to be approached with a job opportunity than people with less than 5 connections.” Therefore, your connections definitely influence your active or passive job search.

## ***Finding out all kinds of valuable information***

You can use LinkedIn to find out more than just information about your job search. You can use this immense database of professionals to find out what skills seem to be the most popular within a certain industry and job title. You can learn how many project managers live within 50 miles of you. You

can really learn more by finding past employees of a company and interviewing them about their previous job. LinkedIn now has thousands of detailed Company Profiles that not only show company statistics but also recent hires, promotions, changes, and lists of employees closely connected with you.

Imagine if you could pick the brains of tens of millions of professionals around the world about almost any topic. Well, now you can, using a system called LinkedIn Answers. With LinkedIn Answers, you can post a question about a certain topic, mostly business- or LinkedIn-related. Other LinkedIn members can browse the questions by category and write free responses — from the one-line response to the three-page essay — to share their thoughts and answer your question the best they can. There's no think-tank to pay, no prequalifications or lag time in your data gathering. Typically, you start to see people responding within one to two business days. I talk more about LinkedIn Answers in Chapter 7.

Best of all, LinkedIn can help you find specific information on a variety of topics. You can do a search to find out the interests of your next sales prospect, the name of a former employee you can talk to about a company you like, or how you can join a start-up in your target industry by reaching out to the co-founder. You can sit back and skim the news, or you can dive in and hunt for the right facts. It all depends on what method best fits your goals. I discuss search in greater depth in Chapter 6.

## *Expand your network*

You have your network today, but what about the future? Whether you want to move up in your industry, look for a new job, start your own company, or achieve some other goal, one way to achieve these goals is to expand your network. LinkedIn provides a fertile ground to reach like-minded and well-connected professionals who share a common interest, experience, or group membership. The site also provides several online mechanisms to reduce the friction of communication, so you can spend more time building your network instead of searching for the right person.

First and foremost, LinkedIn helps you identify and contact members of other people's professional networks, and best of all, you don't have to contact them via a cold call, but with your friend's Recommendation or Introduction. (See Chapters 8 and 5, respectively, for more information.) In addition, you can find out more about your new contact before you send the first message, so you don't have to waste time figuring out whether this is someone who could be beneficial to have in your network.

You can also meet new people through various groups on LinkedIn, whether it's an alumni group from your old school, a group of past employees from the same company, or a group of people interested in improving their public speaking skills and contacts. LinkedIn Groups are ways for you to identify with other like-minded members, search for specific group members, and share information about the Group with each other. I cover LinkedIn Groups in Chapter 14.

## *Understanding LinkedIn Costs and Benefits*

Signing up for LinkedIn is free, and many of its functions are open to all account holders, so you can take advantage of most of the opportunities that LinkedIn can create. You don't have to pay a setup or registration fee, but you can pay a monthly fee for a premium account to get additional functions or communication options. Finally, tailored solutions are available for corporations that want to use LinkedIn as a source for hiring quality candidates.

### *Free versus paid accounts*

There's not much difference between a free account and paid account on LinkedIn. And the basic account is anything but basic in usage.

Your free account with LinkedIn allows you to use most of LinkedIn's most popular features, including

- ✓ Building a network of connections with no limits on size or numbers
- ✓ Reconnecting with any member of the LinkedIn network, provided that he knows you and agrees to connect to you
- ✓ Creating a professional and detailed LinkedIn profile on the Web
- ✓ Giving and receiving an unlimited number of Recommendations
- ✓ Posting up to ten questions (and answering an unlimited amount of questions) on LinkedIn Answers
- ✓ Joining or creating up to 50 different LinkedIn Groups
- ✓ Requesting up to five Introductions at one time. (After someone accepts an Introduction, you can request a new Introduction in its place.)
- ✓ Performing an unlimited number of searches for LinkedIn members in your extended network

If you want to step up to a paid account, some of the main features include

- ✓ Sending a message to anyone in the LinkedIn community — regardless of whether she is in your extended network — through an InMail messaging service
- ✓ Sending more Introductions out at any one given time than the basic account allows
- ✓ Viewing more LinkedIn profile information of people not in your LinkedIn network when you do Advanced searching
- ✓ Seeing more LinkedIn network profile information when you do Advanced searching
- ✓ Seeing exactly who has viewed your profile and how they arrived at your profile
- ✓ Performing a Reference Search on someone (explained in Chapter 11)
- ✓ Membership in the OpenLink program and unlimited OpenLink messages. (See the sidebar elsewhere in this chapter, “The difference between a user and a LION.”)
- ✓ Premium customer service channels with guaranteed response times

## *Comparing the paid accounts*

LinkedIn offers a few levels of paid accounts, each with a specific level of benefits. For the most up-to-date packages that LinkedIn offers, check out the Compare Accounts Type page

[www.linkedin.com/static?key=business\\_info\\_more](http://www.linkedin.com/static?key=business_info_more)

which should look like what you see Figure 1-4. You can also click the Account Type link at the top left of your screen, next to the LinkedIn logo, to see a comparison of the paid accounts.

Every premium account comes with certain benefits regardless of the level you choose. These benefits include

- ✓ Unlimited one-click reference searches
- ✓ OpenLink network membership
- ✓ Unlimited OpenLink messages
- ✓ Access to premium content
- ✓ One-business-day customer service for your LinkedIn questions

**Figure 1-4:**  
Compare  
different paid  
account  
features on  
LinkedIn.

	Basic	Premium Business	Premium Business Plus	Premium Pro	Enterprise LinkedIn Talent Advantage
Cost per Month/Year	FREE	\$24.95/month or \$249.50/year (Get 2 months FREE) <a href="#">Upgrade</a>	\$49.95/month or \$499.50/year (Get 2 months FREE) <a href="#">Upgrade</a>	\$499.95/month or \$4,999.50/year (Get 2 months FREE) <a href="#">Upgrade</a>	Recruiting Solutions <a href="#">Learn More</a>
Receive Requests for Introductions	Unlimited	Unlimited	Unlimited	Unlimited	Over 900 companies are already hiring hard to find passive candidates with LinkedIn Talent Advantage:
Send Requests for Introductions	5 at a time <sup>1</sup>	15 at a time <sup>1</sup>	25 at a time <sup>1</sup>	40 at a time <sup>1</sup>	<ul style="list-style-type: none"> <li>• Widest Search Available</li> <li>• Enhanced Messaging</li> <li>• Collaboration Tools</li> <li>• Ultra-Precise Targeting</li> </ul>
Send InMails™	-	3 per month	10 per month	50 per month	And much more >
Receive InMails™ (?)	Unlimited	Unlimited	Unlimited	Unlimited	"LinkedIn is one of the most valuable recruiting tools available in targeting high quality, passive
Profile Organizer (?)	-	5 folders	25 folders	25 folders	
Receive OpenLink Messages (?)	-	Unlimited	Unlimited	Unlimited	
Reach over 80 million					

As of this writing, LinkedIn offers three premium packages targeted at individual users: Business, Business Plus, and Executive (formerly Pro) accounts. Each account level comes with a specific level of benefits:

- ✓ **Business:** \$24.95 per month or \$249.50 per year. This account includes
  - Three InMails per month, with a seven-day response guarantee that states that if you don't receive a response to your InMail within seven days, you will receive that InMail credit back. (Unused InMail credits roll over each month, up to a maximum of 9 credits. I discuss InMail specifically in Chapter 5.)
  - Expanded Profile views and a total of 300 search results outside your network when you search.
  - Five folders to save LinkedIn user profile information and notes in your Profile Organizer.
- ✓ **Business Plus:** \$49.95 per month, or two months free when you pay for 10 months. This account includes
  - Ten InMails per month, with a seven-day response guarantee (Unused InMail credits roll over each month, up to a maximum of 30 credits. See Chapter 5 for more on InMail.)

- Expanded profile views and a total of 500 search results outside your network when you search.
- Twenty-five folders to save profiles and notes in your Profile Organizer.

✓ **Executive:** \$99.95 per month, also reduced when purchased on an annual basis. This account includes

- Twenty-five InMails per month, with a seven-day response guarantee (Unused InMail credits roll over each month, up to a maximum of 30 credits. I discuss InMail in detail in Chapter 5.)
- Expanded profile views and a total of 700 search results outside your network when you search.
- Fifty folders to save profiles and notes in your Profile Organizer.

## *Upgrading to a premium account*

To upgrade to a premium account, I highly recommend starting by creating your free account and using the various functions on LinkedIn. If you find that after some usage you need to reach the larger community and take advantage of some of the premium account features, you can always upgrade your account and keep all your profile and network information that you previously defined.



If you're in charge of human resource functions at a small, medium, or large company and you are interested in using the Talent Advantage functions for your company, don't follow the steps in this section. Instead, visit the following URL for more information:

<http://talent.linkedin.com>

To subscribe to a premium account, just follow these steps. *Note:* You must have created a LinkedIn account already (see Chapter 2).

1. **Go to the LinkedIn home page at [www.linkedin.com](http://www.linkedin.com). Roll your mouse over your name near the top-right corner of the home page, then click the Settings link.**
2. **At the Account & Settings page (see Figure 1-5), click the yellow Upgrade button from the Account section to bring up the premium account options, as shown in Figure 1-6.**

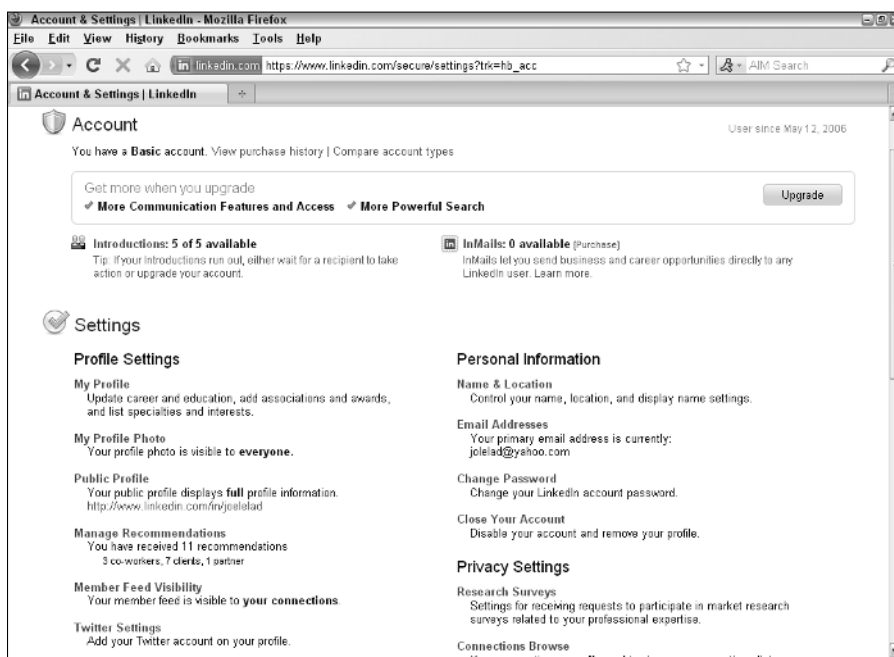
LinkedIn accepts Visa, MasterCard, American Express, or Discover to pay for your premium account. Make sure the billing address you provide matches the credit card billing address on file.

3. **Scroll down and select the check box to agree to automatic billing every month and LinkedIn's Terms and Conditions.**
4. **Click the Buy Now button to upgrade your account.**

That's it! LinkedIn will prorate your first month's charge based on how many days are left in the billing cycle, and it will automatically charge your credit card each month afterwards for the full amount, unless you bought a yearly plan, for which the charges renew every 12 months.

5. **Click the Upgrade button for the premium level to which you want to upgrade.**
6. **Fill in the appropriate billing information, as shown in Figure 1-7.**

**Figure 1-5:**  
Upgrade  
your  
account  
from the  
Account  
& Settings  
page.



**Figure 1-6:**  
Choose the  
premium  
account  
that's right  
for you.

Features	Business \$24.95 per month	Business Plus \$49.95 per month	Executive \$99.95 per month
Contact anyone on LinkedIn directly with InMail® -- Response Guaranteed*	3 Inmails (\$30 value)	10 Inmails (\$100 value)	25 Inmails (\$250 value)
See more profiles when you search	300 results per search	500 results per search	700 results per search
Zero in on target profiles with Premium Search Filters	4 Premium Filters	4 Premium Filters	4 Premium + 4 Talent Filters
Stay organized by saving profiles and notes in Profile Organizer	5 Folders	25 Folders	50 Folders
Get more insight with expanded profile views	✓	✓	✓
Who's Viewed My Profile: See the full list, how they found you, and more	✓	✓	✓
Open up to opportunities - allow people outside your network to message you for free with OpenLink	✓	✓	✓
Get the real story on any lead or candidate with Reference Search	✓	✓	✓

**Figure 1-7:**  
Enter your  
billing  
information.

**LinkedIn Business Premium Account**

☐ Special Offer: Prepay for 1 year and receive 2 months free (a \$49.90 savings)  
☒ \$24.95 monthly

Today's Charge: \$24.95

**Billing Information**

First Name:  Last Name:   
 Address:   
 Country:  City:  State:   
 Postal code:  Phone:   
 Company:

**Credit Card**

Credit Card:   
 Card Number:  Expires:    
 Security Code:

**Account Benefits**

Find more opportunities with Premium Tools:

- Reach out to anyone on LinkedIn with InMail
- Keep track of profiles with Profile Organizer
- Be better prepared with full profile views

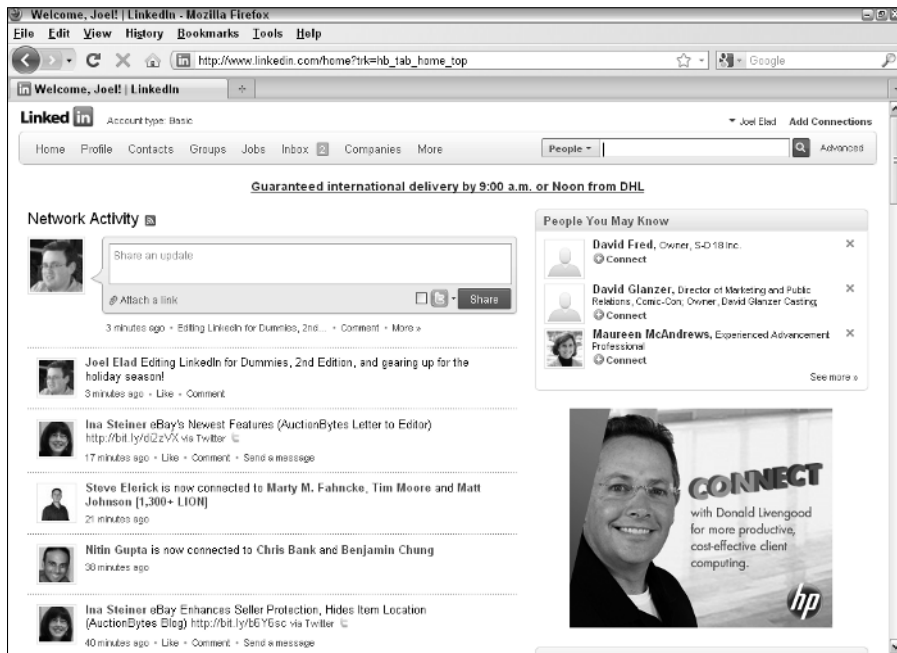
[See More...](#)



## Navigating around LinkedIn

When you're ready to get started, you can sign up for an account by checking out Chapter 2. Before you do, however, take a look at the following sections, which walk you through the different parts of the LinkedIn Web site so you know how to find all the cool features I discuss in this book.

After you log on to your LinkedIn account, you see your personal LinkedIn home page, as shown in Figure 1-8. There are three important areas on your LinkedIn home page, which you'll use a lot, and I cover those areas in the following sections.



**Figure 1-8:**  
Your  
LinkedIn  
home page.

### The top navigation bar

Every page on LinkedIn contains certain links to the major parts of the site, and I call this top set of links the “top navigation bar” throughout this book. As of this writing, the major parts of the top navigation bar are

- ✓ **Home:** Link to your personal LinkedIn home page.
- ✓ **Profile:** Links to the profile and Recommendations part of LinkedIn
- ✓ **Contacts:** Links to view your connections on LinkedIn or add/import new connections
- ✓ **Groups:** Links to the different LinkedIn Groups you belong to or administer on LinkedIn
- ✓ **Jobs:** Links to the different job searches and postings you can do on LinkedIn
- ✓ **Inbox:** Links to read or manage your LinkedIn messages
- ✓ **Companies:** Links to search LinkedIn Company Pages or keep track of companies you can follow using LinkedIn
- ✓ **More:** Links to the rest of the LinkedIn functions, such as LinkedIn Answers and the Application Directory

When you roll your mouse next to any of these words, you can see the various options within each section, like the Profile options shown in Figure 1-9.

**Figure 1-9:**

Roll your mouse over each menu element to see options for each section.



If you simply click the word, like Profile or Jobs, you're taken to the main page for that section. You can also click the Advanced link to the right of the top navigation bar and Search box to bring up an Advanced People Search, or you can click the drop-down list before the Search box to search for Jobs or Answers from any page on the site. If you already changed the search criteria to another function, like Jobs or Answers, clicking the Advanced link brings up the appropriate search page.

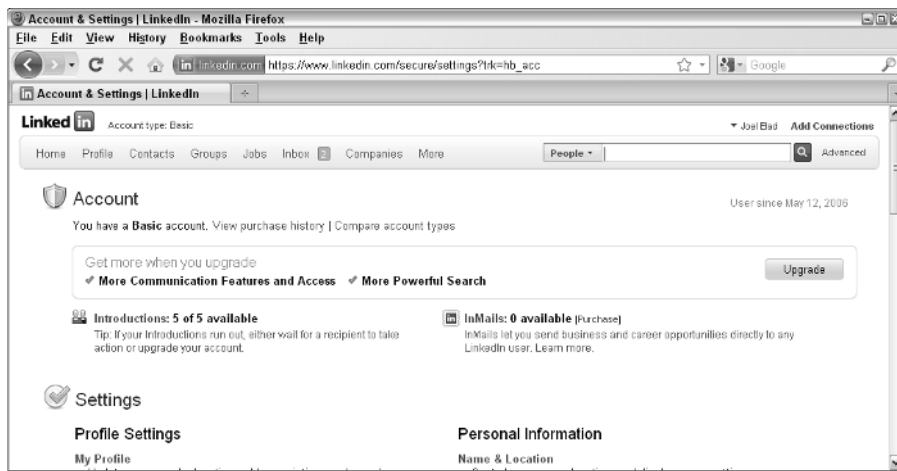
## *The Account & Settings page*

If you ever need to update any aspect of your LinkedIn account, go to the Account & Settings page; see Figure 1-10. You can always find a link to this page at the top right of any page within LinkedIn by rolling your mouse over your name, and then clicking the Settings link.

At the Account & Settings page, you first see the settings for your particular account level, especially if you have a premium account. I cover this earlier in the chapter, in the section “Upgrading to a premium account.”

- ✓ **Profile Settings:** Update any part of your profile, add a profile photo, change your status and public profile settings, and manage your Recommendations.
- ✓ **Personal Information:** Update personal information that LinkedIn has on file for you, including name, location, e-mail addresses, and passwords. This section also contains the link for closing your LinkedIn account permanently.
- ✓ **Email Notifications:** Set how you receive various communications from other LinkedIn members, such as Introductions, InMail, Invitations to Connect, and OpenLink messages, if applicable.

**Figure 1-10:**  
See the  
details  
of your  
LinkedIn  
account.

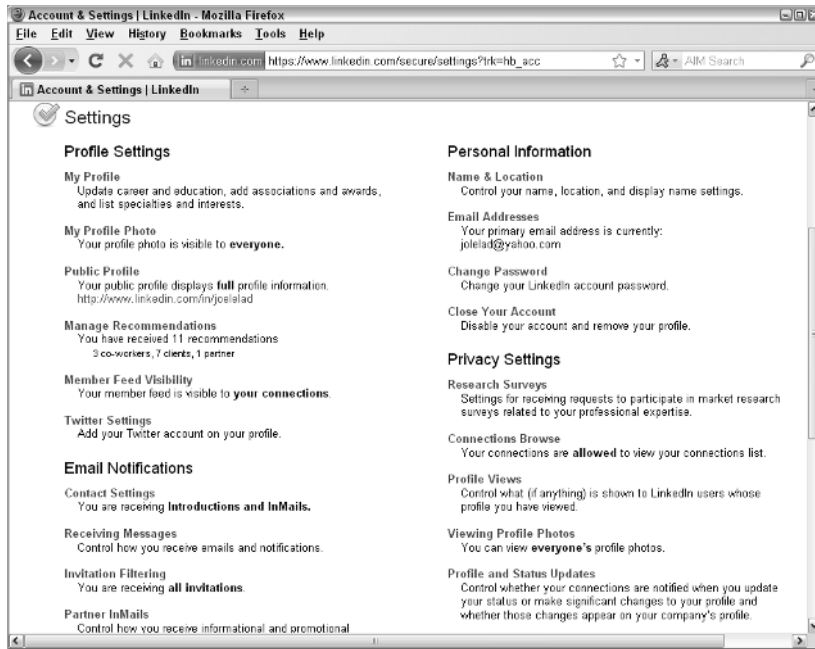


Scroll down to see all the different settings you can update for your LinkedIn account, as shown in Figure 1-11.

The categories you can access from this page are

- ✓ **Privacy Settings:** Set how much of your profile is accessible by your contacts, and also how much information you want to make available to your network in terms of profile or status updates.
- ✓ **Home Page Settings:** Set how Network Updates and News articles are displayed on your LinkedIn home page.

**Figure 1-11:**  
Update your  
account  
settings for  
LinkedIn  
here.



- ✓ **RSS Settings:** Enable RSS feeds, which is a collection of any updates you make to your profile that you can subscribe to and read without visiting LinkedIn.
- ✓ **Groups:** Update settings for your memberships with different LinkedIn Groups. You won't see this category until you join at least one group.
- ✓ **My Network:** Update settings that tell LinkedIn how you plan to use the site. LinkedIn uses this information to customize the messages you see when using the site to help fit with your stated goals.